RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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Williamsville, NY 14221
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July 18, 1997

RJR Account #462720
Mr. J. LaFlamme
N.H. TOBACCO

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Jeff:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 60 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	4
Light Men 100	12300-22592	4
Light 100	12300-22589	4
FF 100	12300-22590	2

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

PO #082597

Product / Premium Arrival:	**August 25, 1997**
Ship Date to Retail:	**Week of: September 8, 1997**
SKU CUBE :	**0.9960**
SKU WT (w/o Product):	**1.7000 lbs**
Retail Sales Offer per Sku:	**21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount:	**$2,231.36**
Non-EFT $ Amount:	**$N/A**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $68.60 (4.9 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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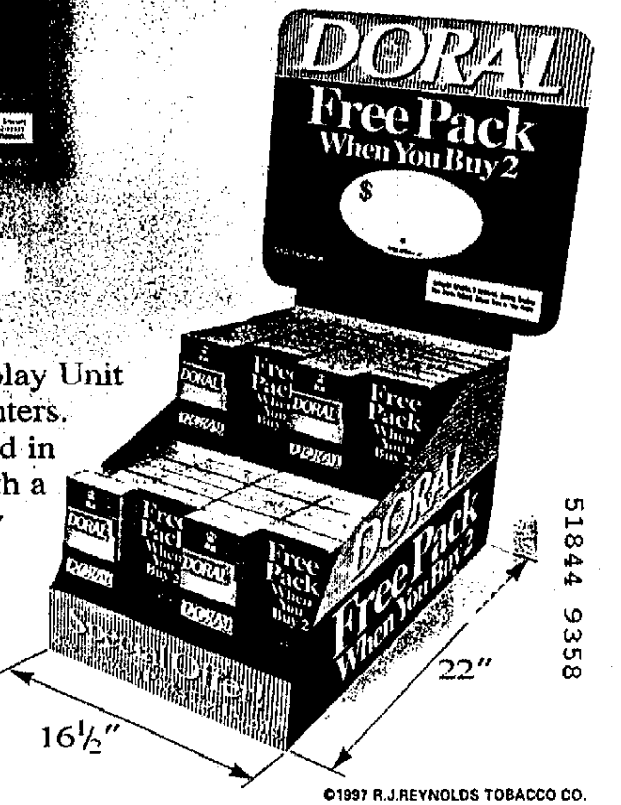
DORAL

Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This **"Buy 2 Packs - Get One Free"** promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.

This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.



The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.

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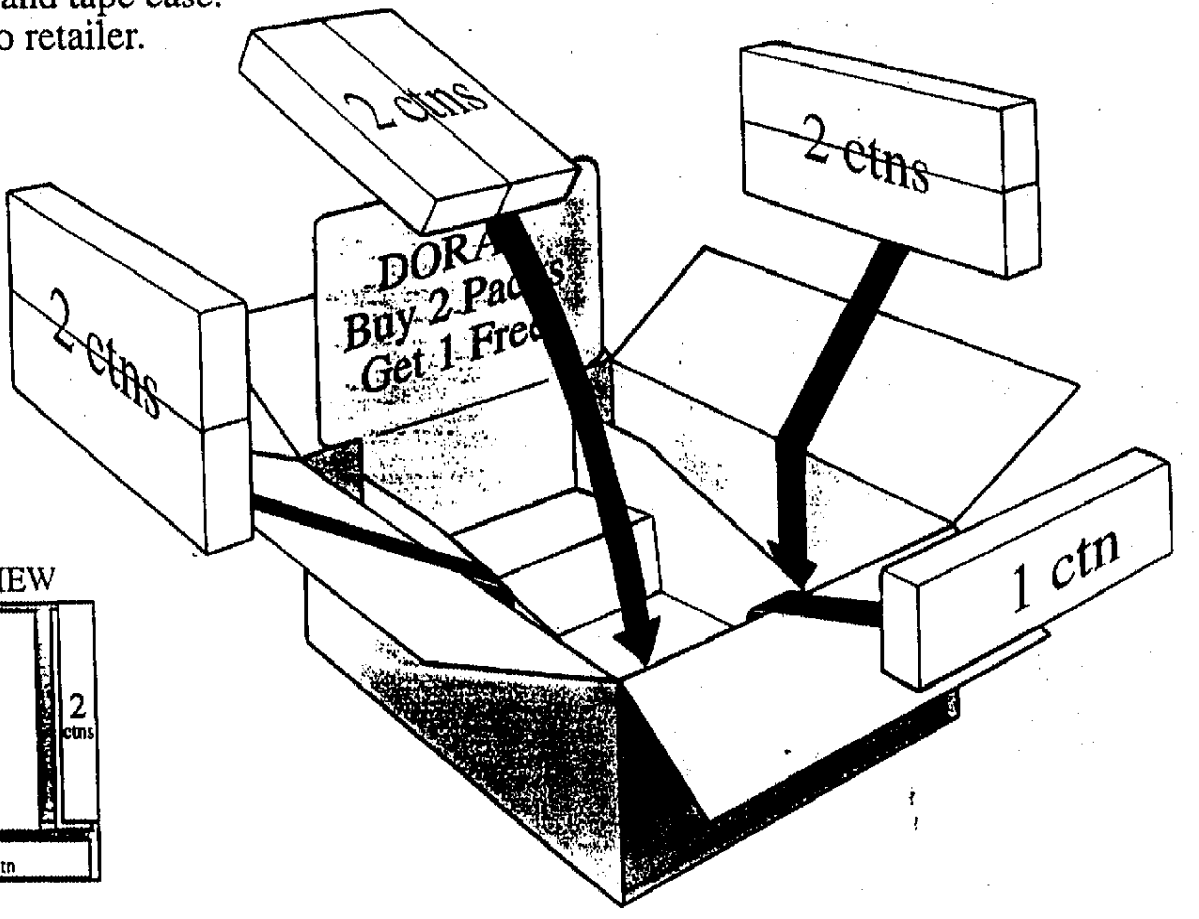
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR.'97

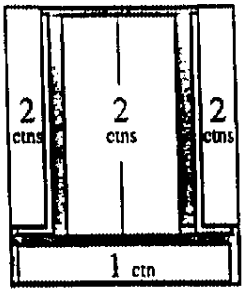
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	ff 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	706549	BOSWORTH'S MARKET	281 MAIN ST	FREMONT	NH	03044	1			927178	(603)895-4440
112206	112220	755974	NEWMARKET GETTY	37 N MAIN ST	NEWMARKET	NH	03857	1				(603)659-3263
163802	163822	103082	J-DONS STATELINE	1081 W HOLLIS ST	NASHUA	NH	03062	3			902692	(603)889-7878
163802	163822	103088	DUGAS MARKET	283 BROAD ST	NASHUA	NH	03063	1			901884	(603)882-4418
163802	163822	104411	LIZOTTE'S GROCERY	MAIN STREET	GREENVILLE	NH	03048	1			903062	(603)878-2773
163802	163822	104445	THE VILLAGE STORE	RT 31	LYNDEBOROUGH	NH	03082	1				(603)654-9341
163802	163822	104599	JEANNOTTES MARKET	2 COURTLAND ST	NASHUA	NH	03060	1			902726	(603)882-0161
163802	163822	104614	BUDS VARIETY	3 NORTHEASTERN BL	NASHUA	NH	03062	1			922229	(603)888-0239
163802	163822	259090	CHURCHSIDE MARKET	56 W HOLLIS ST	NASHUA	NH	03060	1			911891	(603)889-4277
163802	163822	508107	TEMPLE ST. SUPERETT	59 TEMPLE ST	NASHUA	NH	03060	1			904649	(603)882-2841
163802	163822	565855	R & M VARIETY	89 ALLDS ST	NASHUA	NH	03060	1			909853	(603)883-8989
163802	163822	590299	RYAN'S VARIETY	409 NASHUA ST	MILFORD	NH	03055	2			921155	(603)673-3009
163802	163822	601076	MOBIL MAIN STREET	267 MAIN ST	NASHUA	NH	03060	1				(603)595-8557
163802	163822	643569	KOZY KORNER	147 LAKE ST	NASHUA	NH	03060	1			902916	(603)886-3860
163802	163822	647037	JAC'S PLACE	72 1/2 W HOLLIS S	NASHUA	NH	03060	1			921304	(603)881-7627
163802	163822	686968	KIRKPATRICK'S CORNE	125 CONCORD ST	NASHUA	NH	03060	1			924894	(603)880-8452
163802	163822	687555	SHELL FOOD MART	301 MAIN ST	NASHUA	NH	03060	1			908707	(603)882-3962
163802	163822	693248	C&J VARIETY	29 CHESTNUT ST	NASHUA	NH	03060	3			925040	(603)889-5170
163802	163822	693563	LOUIE'S MARKET	49 LAKE ST	NASHUA	NH	03060	1			925081	(603)880-8183
163802	163822	697275	BROOKSIDE MINI	RT 101 WEST	WILTON	NH	03086	1			925123	(603)654-6733
163802	163822	700966	SELLS BROAD ST MOBI	96 BROAD ST	NASHUA	NH	03060	1			904300	(603)883-1451
163802	163822	703675	SO MAIN VARIETY	590 S MAIN ST	NASHUA	NH	03060	1				(603)888-4401
163802	163822	743205	EAT HERE & GET GAS	620 AMHERST ST	NASHUA	NH	03063	1			927087	(603)889-3372
163803	163821	327791	MINUTE MART	PO BOX 72	TROY	NH	03465	1			916783	(603)242-3830
163803	163821	487018	TNT GAS CONV. INC.	RT. 101	PETERBOROUGH	NH	03458	1				(603)924-1066
163805	163820	411226	THE STORE & MORE	320 SANDOWN RD	EAST HAMPSTEAD	NH	03826	1				(603)329-4939
163805	163820	650809	U S GAS INC	362 N BROADWAY	SALEM	NH	03079	5			923177	(603)894-4111
163805	163823	661045	HOWIE-GLYNN & SONS	COBBETT POND RD	WINDHAM	NH	03087	1				(603)893-3681
163805	163820	682602	COLBY CORNER MINI M	RT 121A & RT 111	E HAMPSTEAD	NH	03826	1				(603)382-2862
163805	163820	683130	SALEM CONVENIENCE	401 MAIN ST	SALEM	NH	03079	1				(603)898-6488
163805		687557	KEV'S COUNTRY STORE	110 N MAIN ST	SALEM	NH	03079	1				(603)898-5436
163805	163823	705251	EXIT 5 TRUCK	137 ROCKINGHAM RD	LONDONDERRY	NH	03053	1			925552	(603)437-9929
163805	163820	724669	TOWNE LINE VARIETY	1 GIGANTE DR	HAMPSTEAD	NH	03841	1			926345	(603)329-9300
163805	163820	733041	C & M GETTY	PELHAM GULF MART	PELHAM	NH	03076	1				(603)635-2828
163806	163826	501311	ROBERTS MARKET INC.	500 N MAIN ST	FRANKLIN	NH	03235	1			917021	(603)934-3370
163806	163826	522669	L'ITALIENS MINI MAR	ROUTE 104	NEW HAMPTON	NH	03256	1				(603)744-6446
163806	163826	676718	FRANKLIN FAST FOOD	499 CENTRAL ST	FRANKLIN	NH	03235	1			926303	(603)934-6717
163806	163826	676719	FRANKLIN FAST FOOD	NORTH MAIN ST	FRANKLIN	NH	03235	1			926295	(603)934-2602
163807	163823	103075	PALMERS MARKET	76 LOWELL RD	HUDSON	NH	03051	1			905799	(603)889-7898
163807	163823	233425	SAM & ANNA'S VAR	187 WEBSTER ST	HUDSON	NH	03051	1			912261	(603)889-3441
163807	163823	371559	WEBSTERS FAMILY STO	707 MILFORD ROAD	MERRIMACK	NH	03054	1			915934	(603)889-4885
163807	163824	536532	SECOND STREET MOBIL	760 S MAIN ST	MANCHESTER	NH	03102	1				(603)623-8223

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TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163807	163824	622539	AMHERST MOBIL	75 NASHUA ROAD	AMHERST	NH	03031	1			922252	(603)673-3590
163807	163824	643590	STEVE'S 101 MOBIL	137 AMHERST RD	BEDFORD	NH	03110	1				(603)472-2763
163807	163823	699056	MERRIMACK VILLAGE V	601 DANIEL WEBSTE	MERRIMACK	NH	03054	1			925412	(603)424-5371
163807	163824	718909	CIDER MILL COUNTRY	278 ROUTE 101	AMHERST	NH	03031	1				(603)673-8408
163807	163823	723710	BON BON'S MOBIL	140 DW HWY	MERRIMACK	NH	03054	1			915595	(603)882-4555
163807	163823	748872	ASHLEY'S MARKET	436 D.W. HWY	MERRIMACK	NH	03054	1				(603)424-3020
163807	163823	755993	QUEEN CITY MOBIL	1050 S WILLOW ST	MANCHESTER	NH	03103	1		1449-0000		(603)622-7122

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TEMPLATE TOTAL ACCOUNTS 49 TOTAL QUANTITY 58

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